



**EUROPEAN
YEAR OF
SKILLS**

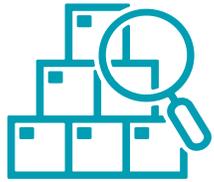
EUROPEAN YEAR OF SKILLS



1. EUROPEAN YEAR OF SKILLS: CONTEXT AND OBJECTIVES



Skills shortages as a challenge and skilled workforce as an enabler



38 occupations,
were classified as
shortages in 2022



77% of
companies
struggled to
find employees
with the required
skills in 2019



adult learning
participation rate
remains **low,**
around 37%



over 90% of jobs require
digital skills, however **54%**
of the adult population
in Europe has
basic digital skills



Why a European Year of Skills?

To further promote a mindset of reskilling and upskilling



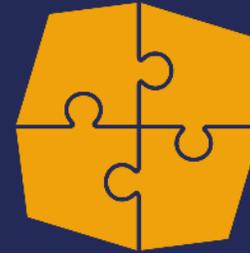
Investment

Increased, more effective and inclusive investment



Skills relevance

Strengthening skills relevance by close cooperation



Matching aspirations

Matching people's aspirations and skills-set with labour market opportunities



Attracting third country talent

Attracting people from third countries with the skills needed



Who will be involved in the Year?

★ European Institutions

- European Parliament
- European Commission: DG EMPL and other DGs: initiatives, support with communication and engagement
- EU policy agencies, such as CEDEFOP ELA and ETF
- Commission Representations and EP Information Offices
- CoR, EESC, EIB...

★ Member States

- Strong involvement of Member States.
- Appointment of national coordinators to raise awareness, shape the Year, coordinate actions.
- Close cooperation with the Presidencies.
- Implementing bodies such as ESF+ managing authorities

★ Existing platforms and networks

- Engaging a wide range of stakeholders
- Social partners
- Individuals, companies, chambers of commerce and industry, public authorities, education and training providers, civil society

★ International Actors

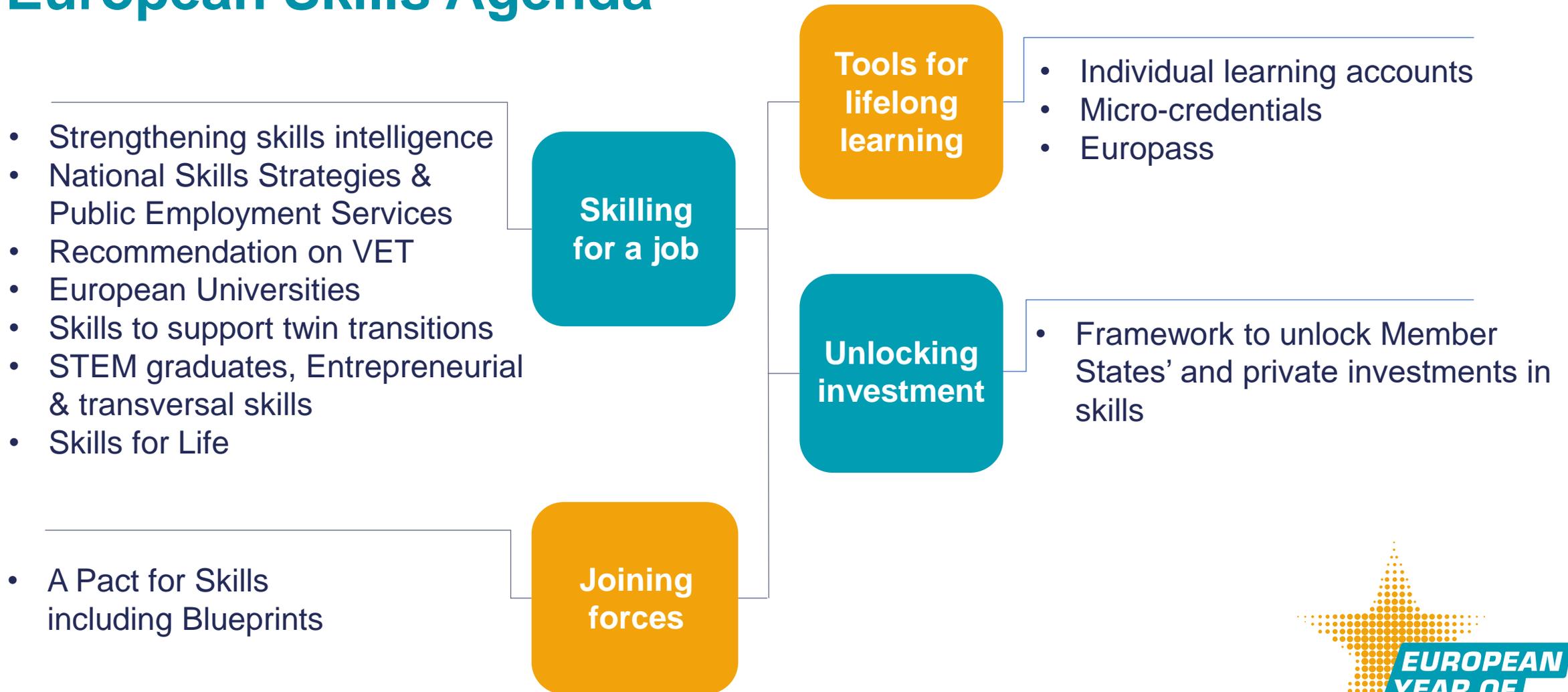
- OECD, UNESCO, ILO
- Cooperation with third countries, in particular partner countries



2. EU SKILLS POLICY



European Skills Agenda





EU Networks and mutual learning

- European Alliance for Apprenticeships



- Digital Skills & Jobs Platform



- Pact for Skills



- EPALE



- Working Group on VET & adult learning

- Network of National Coordinators for adult learning





Funding instruments to support skills policy

➤ European Social Fund



➤ Recovery and Resilience Facility



➤ Digital Europe Programme



➤ Erasmus +



➤ InvestEU



3. WHAT'S NEXT?



EU flagship events



- 9 May:
The European Year of Skills Festival
- 8 - 9 June:
Making Skills Count
- 23 - 27 October:
The VET week
- 15 - 16 November:
The **Employment and Social Rights Forum**
- 2024:
A **concluding event**



Other EU key events



- High-level Conference on Skills: Supporting skills development through reforms (25 May)
- EU Green Week 2023 (3-11 June)
- European Alliance for Apprenticeships (EAfA) high-level event (26-27 June)
- Joint Agency event with European Parliament on Skills (20 September)
- Cybersecurity Month (October)
- EU Code Week (7-22 October)
- European Week of Regions and Cities (9-12 October)
- REGIOSTARS Awards (16 November)
- Cedefop and ETF events



National Events



- **695 events planned so far** - 373 already implemented
- Spread across **37 countries**. Most events in Belgium, Italy, Spain, Germany and France
- Around 70% of the events address more than one of the **specific objectives** of the Year. Investment in skills and skills relevance are addressed the most.
- Most events are live (67%), followed by online (18%) and hybrid (15%)



Key initiatives

Q1



- Commission Communication on “**Harnessing talent in regions**”
- **Green Deal Industrial Plan**
- Proposal for a **Net-Zero Industry Act**

Q2



- Proposal for a **Council Recommendation on the enabling factors for successful digital education**
- Proposal for a **Council Recommendation on improving the provision of digital skills in education and training**
- Launch of the pilot for the **European Digital Skills Certificate**
- Launch of the **Cybersecurity Skills Academy**

Q3 & Q4



- Proposal for a **Council Recommendation on updated learning mobility framework**
- **Reinforced Quality Framework for Traineeships**
- **Talent Pool**
- Package on **recognition of professional qualifications of third country national**



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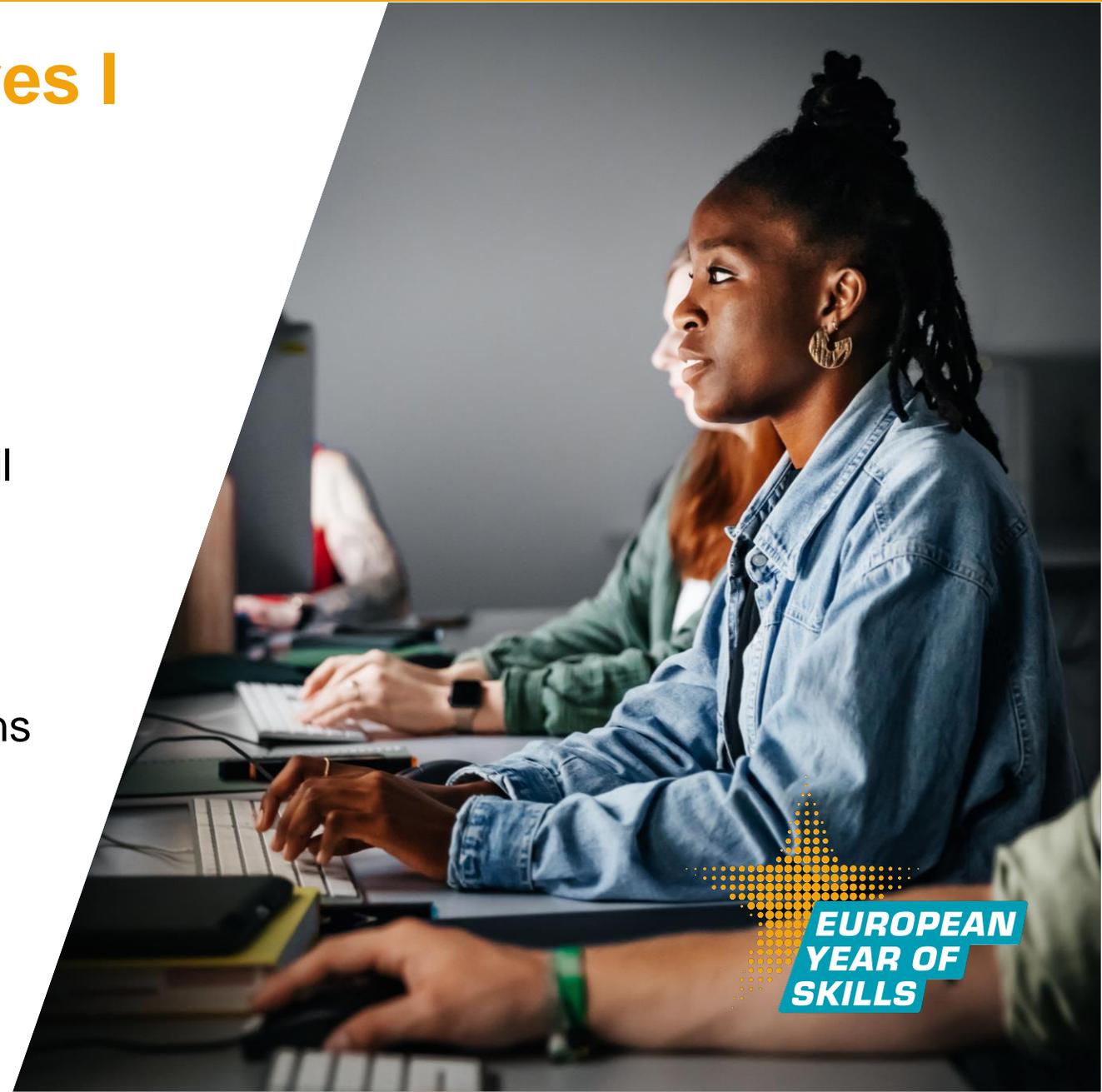
Highlights of existing initiatives I

Individual Learning Accounts:

- Mutual Learning Programme with 6 Member States (BG, HR, FR, IT, PL, RO) launched
- First joint seminar in Brussels took place in April

Pact for Skills:

- 18 Large Scale Skills Partnerships in all the industrial ecosystems; Commitment to upskill and reskill 10 million people; 1,500 organisations have joined the Pact
- 2022 Pact Annual Survey: 2M+ benefited from upskilling; 19M were reached; 15.5K programmes developed; €160M invested



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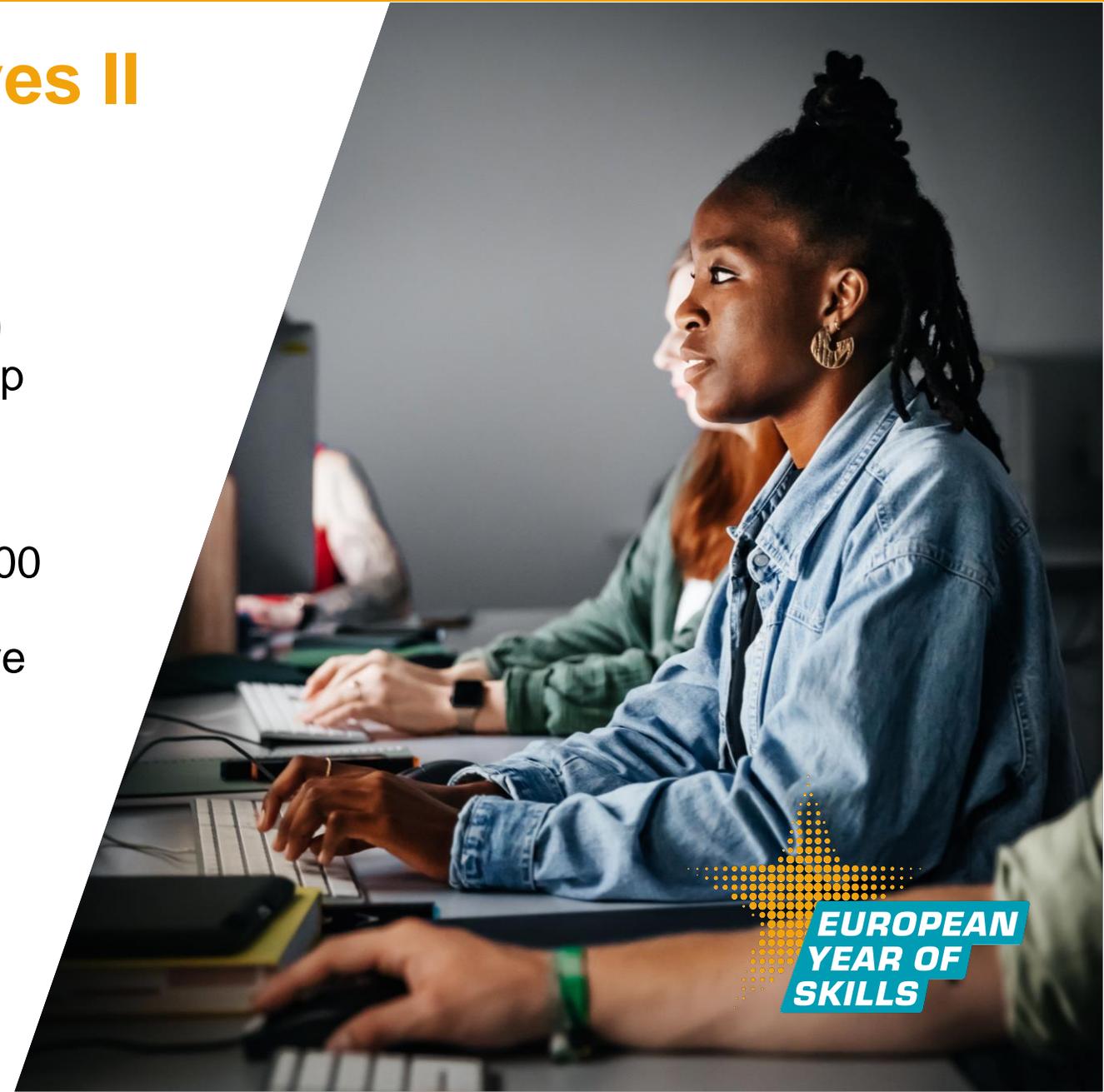
Highlights of existing initiatives II

European Alliance for Apprenticeships (EAfA):

- 10th anniversary of the Alliance with almost 400 members and more than 1 million apprenticeship places offered

Centres of Vocational Excellence (CoVEs)

- indicative budget of 400 million euros, to fund 100 CoVE projects in the period 2021-2027. These are 4-year projects, and each project can receive up to 4 million euros



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4. NATIONAL COORDINATION





National Coordinators

- **Appointment:** almost complete
- **1st formal meeting:** 7 June
- **The list of NCs** is available here https://year-of-skills.europa.eu/stay-touch_en
- **6 meetings** planned throughout the Year





4. COMMUNICATING EYS



DG EMPL communication campaign - launch

Paid promotion on Facebook, Instagram and YouTube in EU27



Out of home advertising

Search Engine Ads



TV Advertisement in 5 countries



11M reach

450k

clicks to the website

4.3M

views for campaign video



DG EMPL communication campaign – information phase

Engaging in **local events** and activities with Commission Representations in **each member state**

Advertisement on gaming platforms and out of home advertising in countries with high number of NEETs

National collaborations with social media influencers and media partnerships



5. YOUR INVOLVEMENT



How can you contribute?

- Develop own activities on re-skilling and upskilling using EYS branding (as per Communication toolkit) - **submit your event here**
- Share successful project **stories** and compelling individual **testimonials** EMPL-SHARE-YOUR-SKILLS-STORY@ec.europa.eu
- Join EU events
- Spread the word **#EuropeanYearOfSkills**



Thank you for your interest!

We look forward to collaborating with you to make the European Year of Skills a success!

Useful link: [European Year of Skills webpage](#)
#EuropeanYearOfSkills

